

Reston Community Center 2019 Community Survey

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UNIVERSITY
of VIRGINIA

WELDON COOPER CENTER
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CENTER *for* SURVEY RESEARCH

Survey Purpose

- Assess awareness and support of RCC
- Understand current and projected use of programs
- Identify barriers to RCC use
- Identify accessible sources of information on leisure activities
- Assess level of support for a performing arts center

Survey Design

Multi-mode, mixed probability

Probability

- Scientifically drawn address-based sample of Reston households
- Mail-forward, with delayed web alternative
- Confidential protocol

Non-probability

- Open-source available to anyone who lives or works in Reston
- Primarily web, with paper copies available through RCC
- Anonymous protocol

Probability Sample

- Sampling frame: Residential addresses within Small Tax District 5
- Sample: 5,500 Reston households
 - Purchased from Dynata
 - Stratified based on Census Low Response Score (LRS)

Questionnaire Design

- Iterative questionnaire development
- Qualitative pretest
 - Focus group 6/4/2019
- Online version programmed in Qualtrics
- Questionnaire available in English, Spanish, Chinese, Russian, and Arabic

Data Collection

	Event	Date
Probability	Postal advance letters	7/3/19
	Postal 1 st questionnaire packets	7/15/19
	Postal reminder letter	7/25/19
	Postal 2 nd questionnaire packets, web-referral	8/15/19
	Mail closeout reminder postcard	8/30/19
Non-probability	Online survey launches	8/5/19
	Paper survey packets available at RCC	8/5/19
	Close data collection	9/16/19

Survey Response

- 1,906 completed responses
 - Non-probability: 817
 - Probability: 1,089
- Response rate: 19.8%
- Margin of error = +/- 3.7% at the 95% level of confidence

A photograph of the Reston Community Center building, a large, multi-story structure with a mix of brick and light-colored panels. The building is set against a clear blue sky with some light clouds. In the foreground, there is a green lawn and a paved walkway. The text "Reston Community Center 2019 Community Survey Findings" is overlaid in the center of the image in a large, bold, black font.

Reston Community Center 2019 Community Survey Findings

Awareness and Support of RCC

- 94% of respondents have heard of RCC
- 86% consider RCC somewhat to very important to the overall quality of life in Reston
- 90% think RCC makes Reston a more attractive place to live

Participation in RCC Programming

- 54% of households had used RCC in the prior 12 months
- 75% of households have used RCC at some point
- 76% of respondents would like to participate in RCC more than they currently do

Most Relevant Programs & Recommendations for New Offerings

Relevant existing programs:

1. Community Events
2. Lifelong Learning
3. Land-based Fitness
4. Professional Touring Artist Series

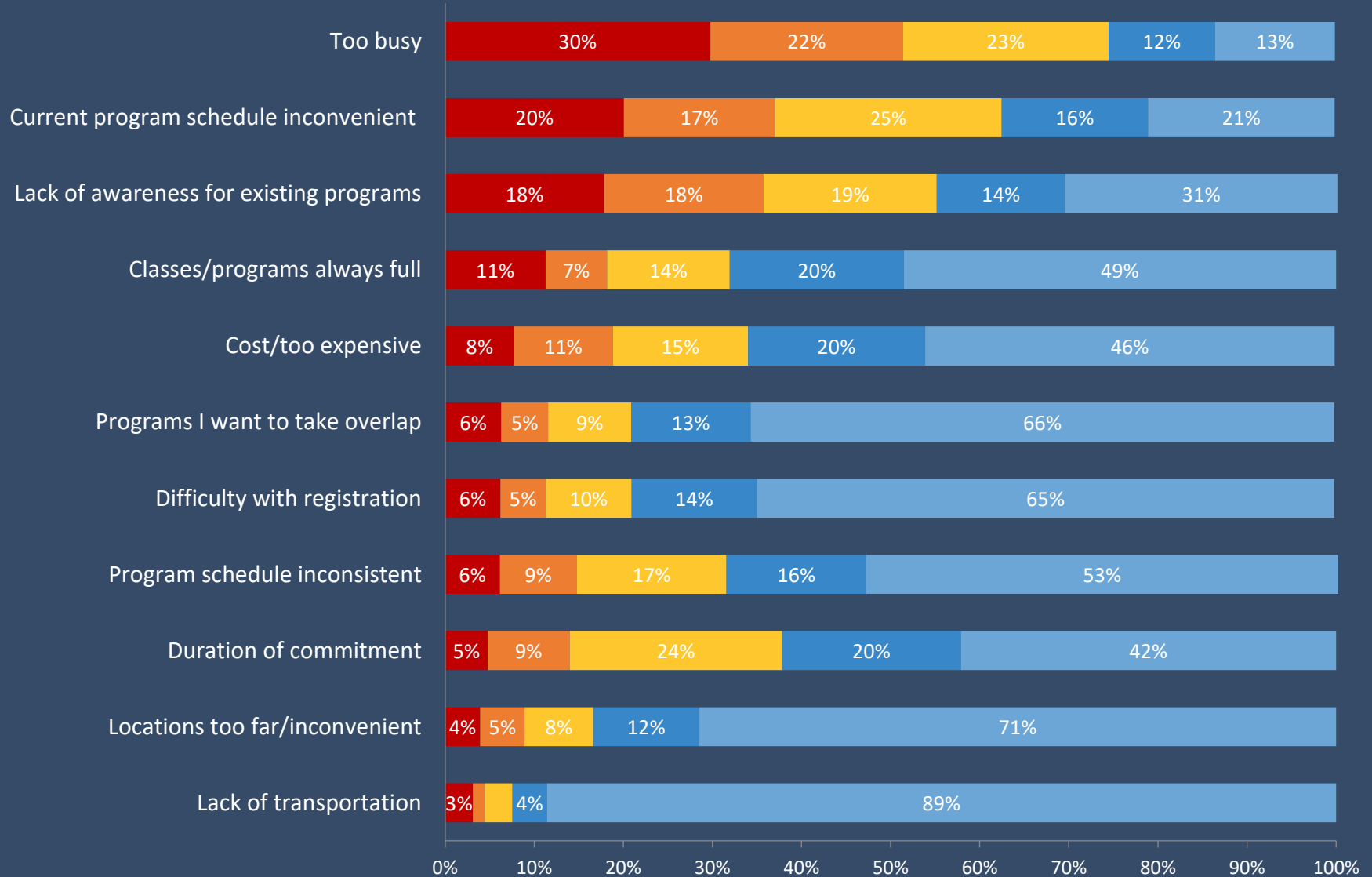
New Program Recommendations:

1. Age-specific programming
2. Fitness/sports programming
3. Additional lifelong learning/educational courses

Barriers to Participation

Barriers to RCC Participation

■ 5 Significant barrier ■ 4 ■ 3 ■ 2 ■ 1 Not at all a barrier



Demographic Comparisons

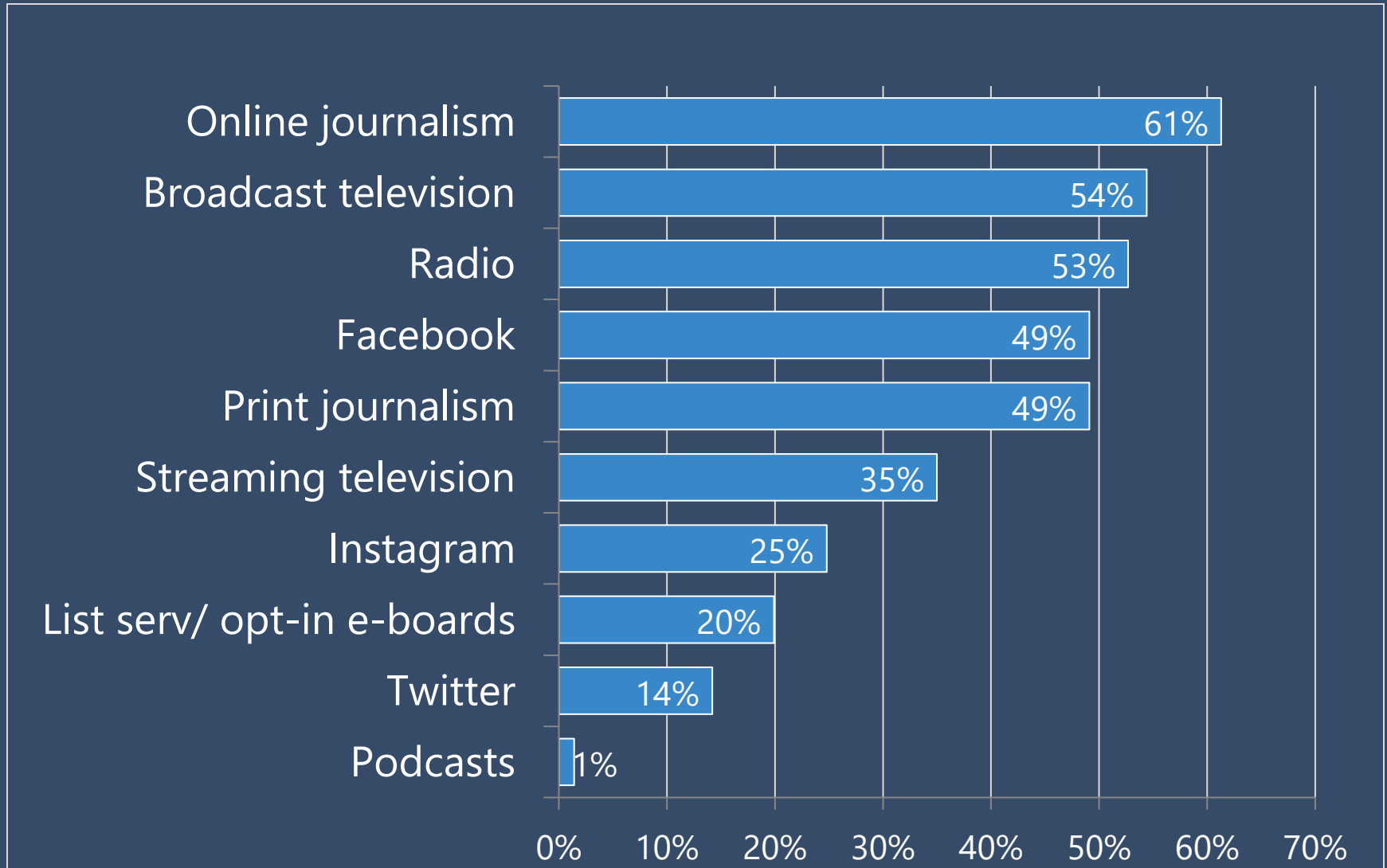
- **Too busy**
 - Respondents who have children, are employed, and/or younger than 65 years old
- **Current program schedule inconvenient**
 - Respondents who are between 30-64 years old, have less than a 4-year college degree, and household income less than \$50,000
- **Lack of awareness**
 - Respondents who had lived in Reston less than 10 years, work full-time, men, less than 4-year degree, and younger than 65 years old

Demographic Comparisons

- **Cost**
 - Respondents who have children, lived in Reston less than 5 years, renters, language other than English spoken in home, have less than a 4-year college degree, and lower household income
- **Programs always full**
 - Respondents who have children, language other than English spoken in home, and household income less than \$50,000
- **Lack of transportation**
 - Respondents over 65 years old, renters, and less than a 4-year college degree

Communications and Outreach

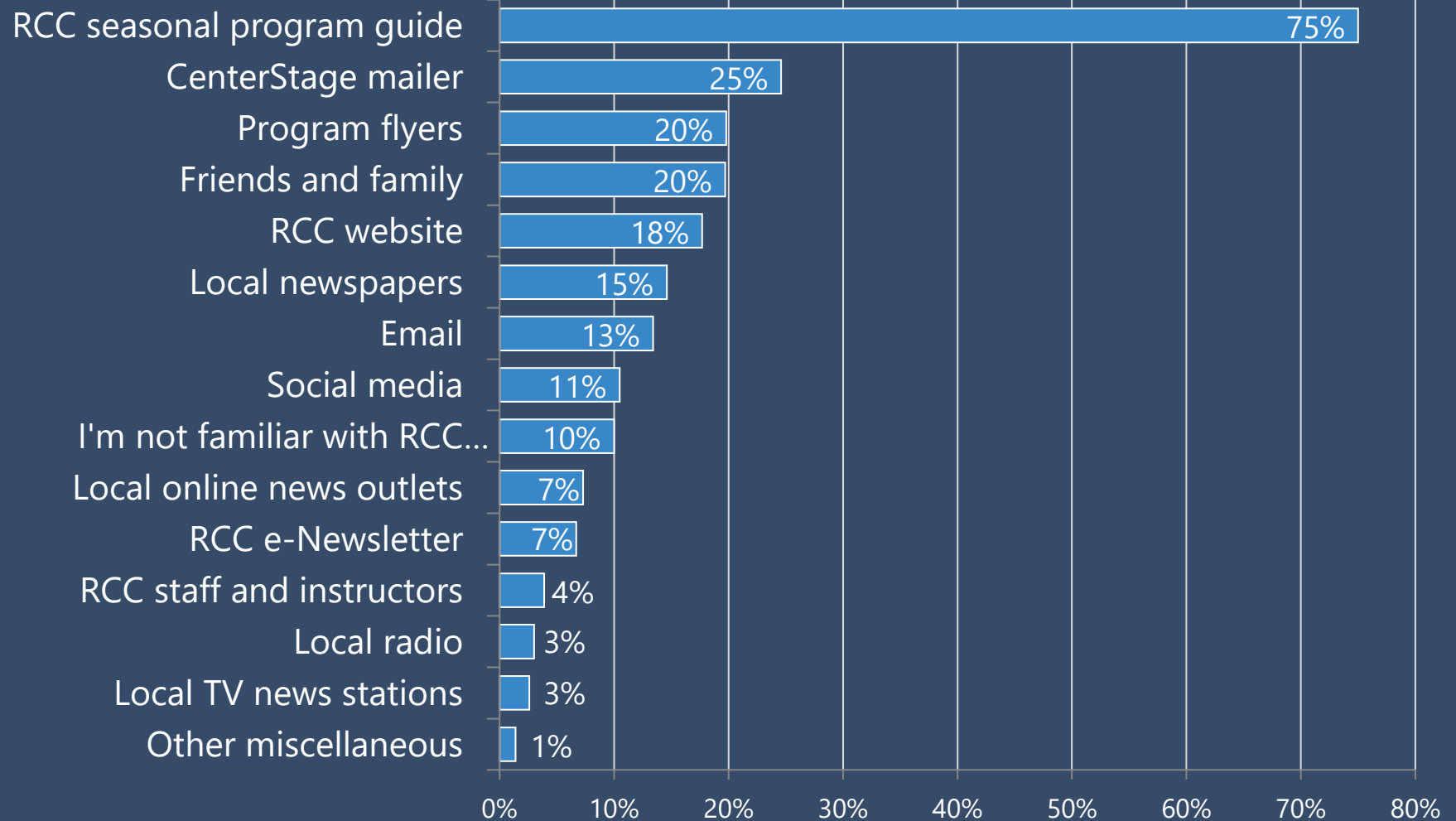
Types of Media Used on a Regular Basis



Demographic Comparisons

- **Age**
 - Older respondents: broadcast TV and print journalism
 - Younger respondents: Facebook, Twitter, Instagram
- **Employment status**
 - Employed compared to retired: Facebook, Twitter
- **Length of residence**
 - More years in Reston: Broadcast TV, print journalism
 - Fewer years in Reston: Facebook, Twitter, Instagram, online journalism
- **Children in the home**
 - With children: Facebook, Twitter, Instagram, online journalism

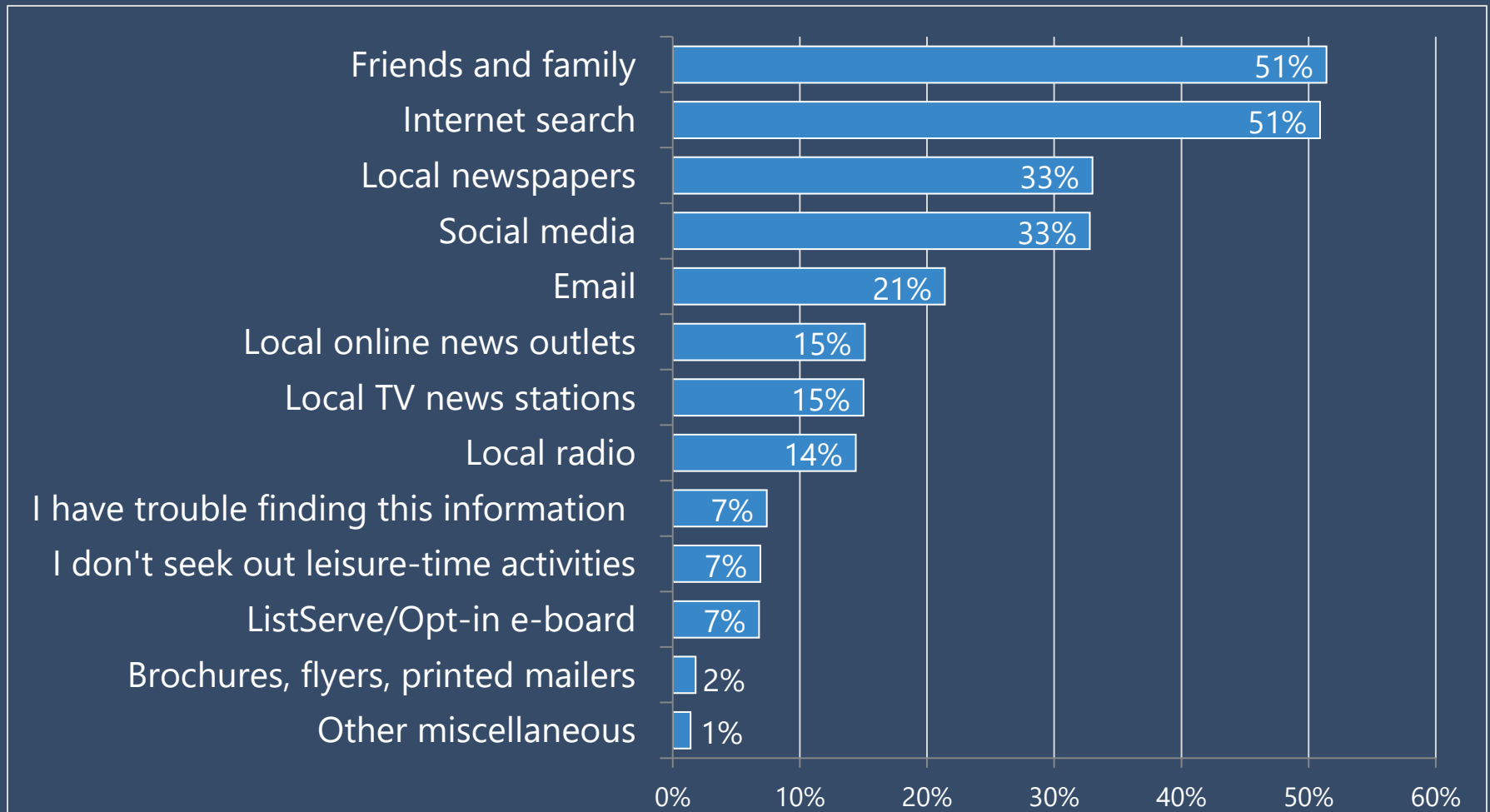
How do you find out about RCC programs and activities?



Demographic Comparisons

- **Age**
 - Older respondents: local newspaper, seasonal program guide, CenterStage mailer, email
 - Younger respondents: social media
- **Gender**
 - Men: local newspaper
 - Women: seasonal program guide, social media
- **Length of residence**
 - More years in Reston: local newspaper, seasonal program guide, Centerstage mailer, family & friends
- **Children in the home**
 - With children: program flyers, RCC website, e-newsletter, social media
- **Education**
 - Less than 4-year degree: local TV

Outside of RCC programs, how do you find out about leisure-time activities generally?



Demographic Comparisons

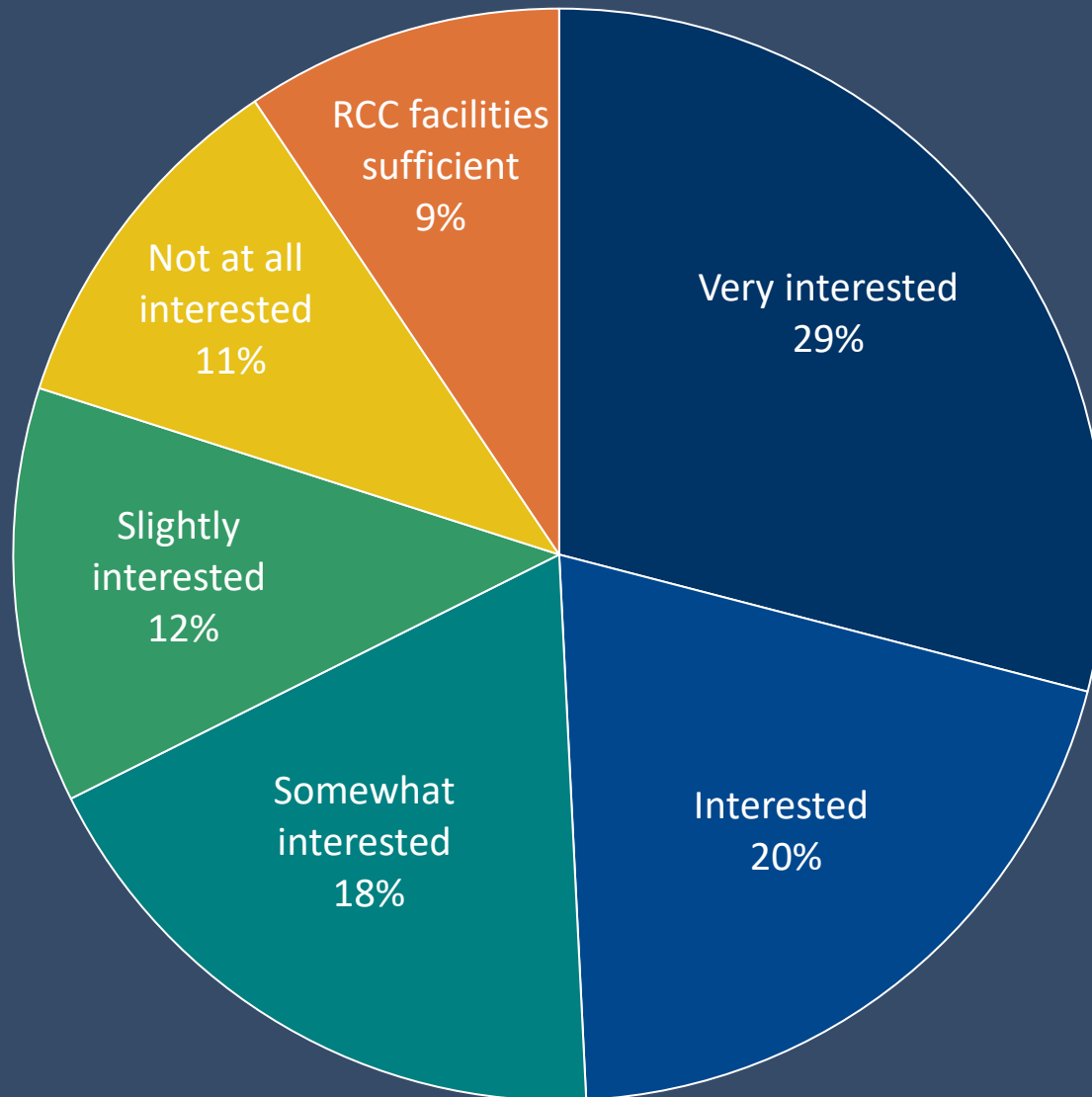
- **Age**
 - Older respondents: local newspaper, local TV, local radio
 - Younger respondents: social media, internet search
- **Employment status**
 - Working full-time *or* retired: local radio
 - Employed compared to retired: social media
- **Length of residence**
 - More years in Reston: local newspaper, local TV, family & friends
 - Fewer years: social media, internet search
- **Children in the home**
 - With children: social media, internet search, friends & family

Performing Arts Venue

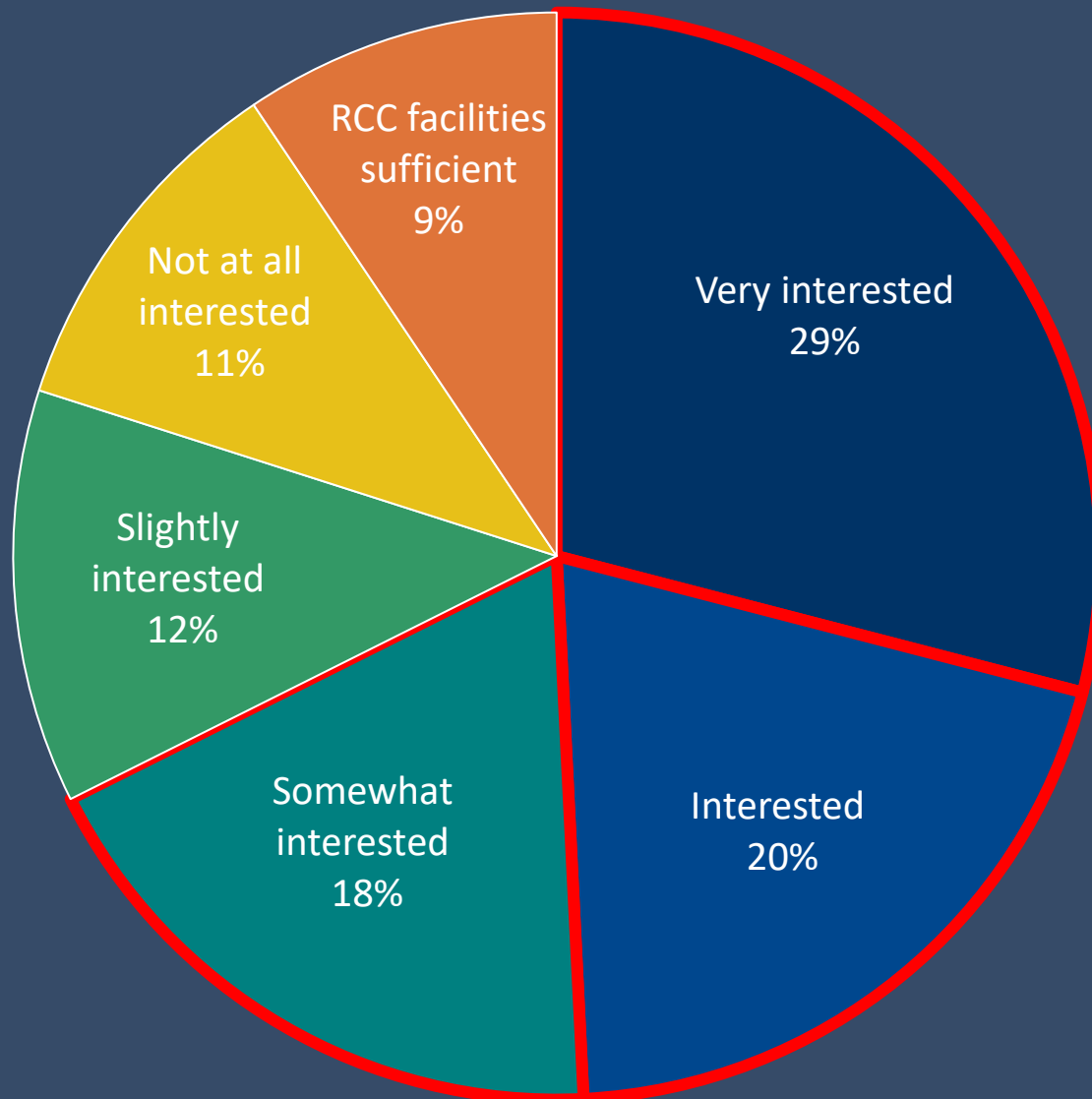
How interested would you be in Reston having a larger venue in which to see music, dance, film screenings, or other types of performances that require a big stage to host?

1. Very interested
2. Interested
3. Somewhat interested
4. Slightly interested
5. Not at all interested
6. I think RCC's existing facilities (CenterStage and RCC Community Room) are sufficient

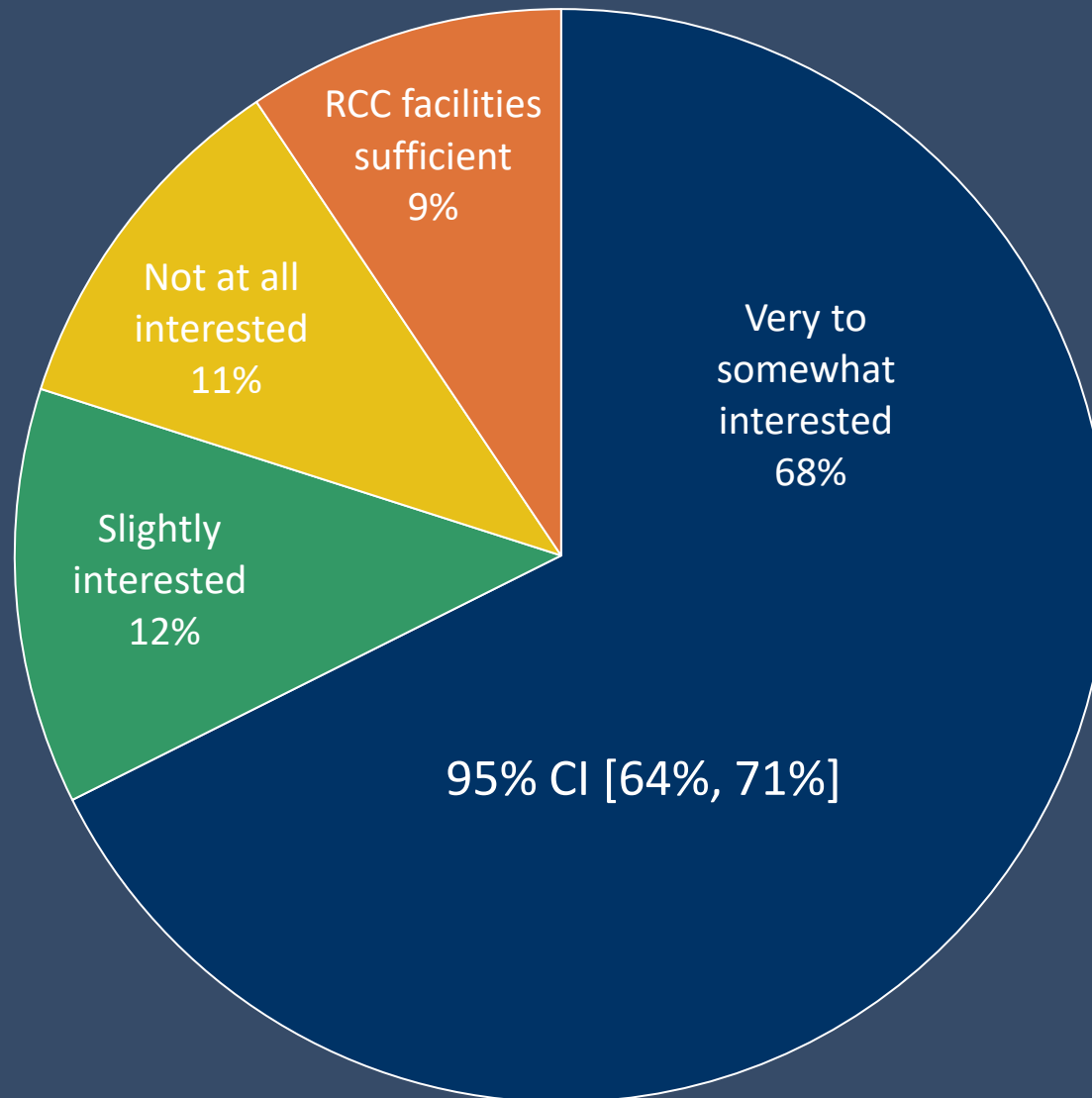
How interested would you be in Reston having a larger performing arts venue?



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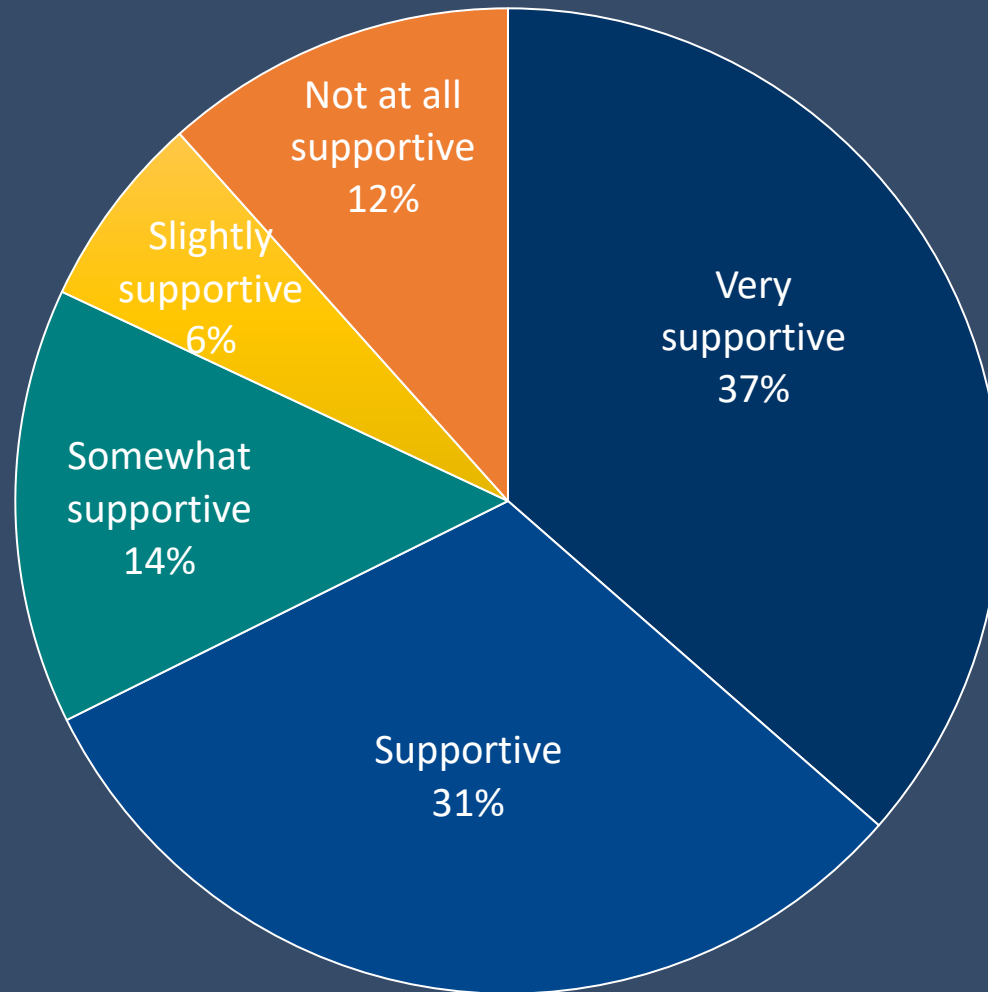
Demographic Comparisons

- Statistically significant *higher* interest in Reston having a larger venue among:
 - Women
 - Lived in Reston less than 5 years
 - Renters
 - Work full or part-time compared to retired
 - Black or African-American respondents

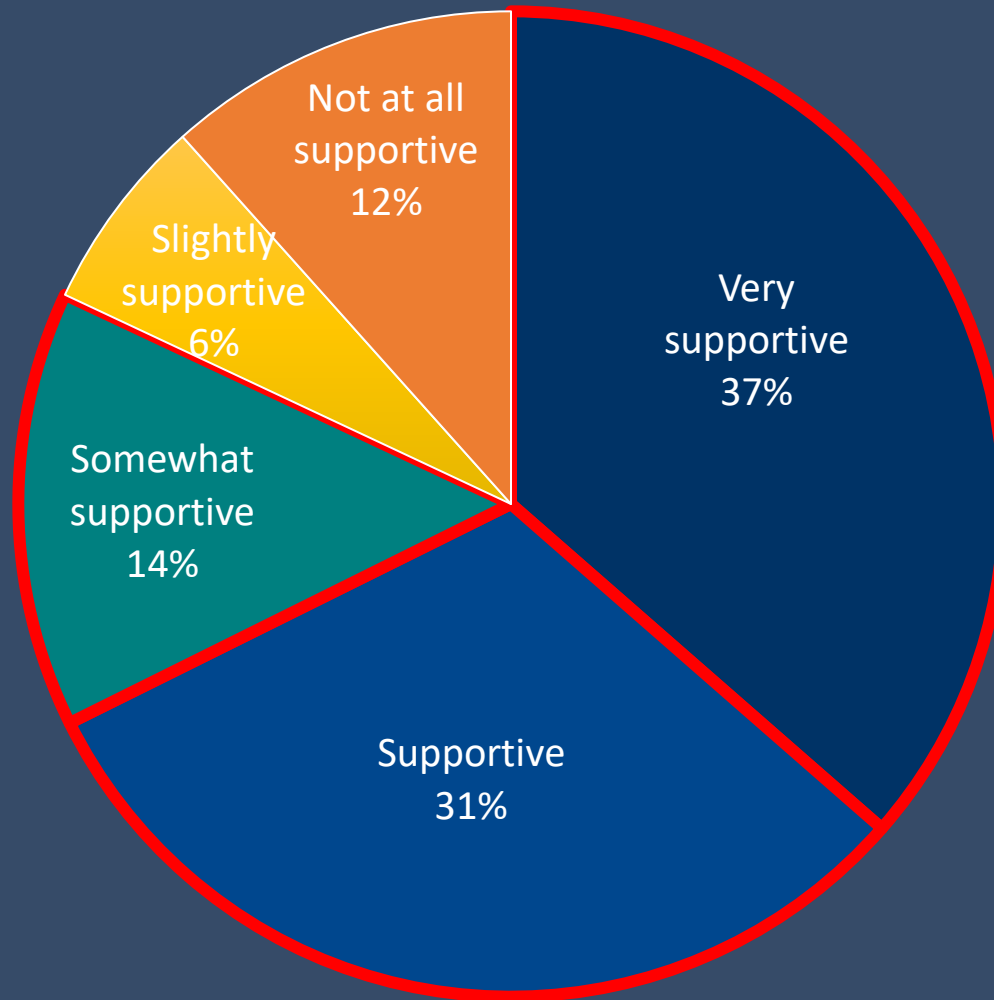
If an arts venue is built by a developer, to what extent do you support RCC operating that venue on behalf of the community? Assume that it would not result in raising the RCC tax rate.

1. Very supportive
2. Supportive
3. Somewhat supportive
4. Slightly supportive
5. Not at all supportive
6. Not sure

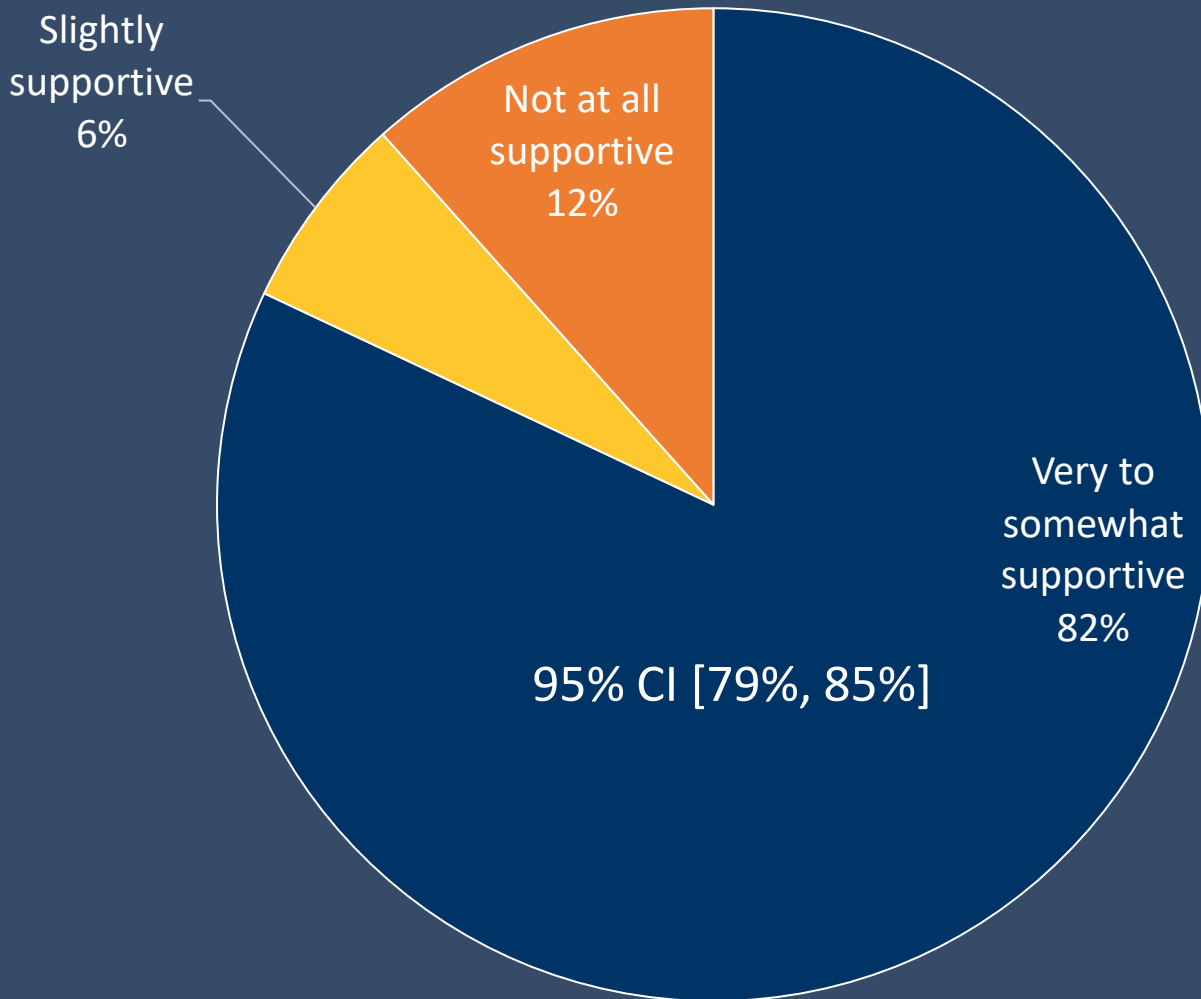
If an arts venue is built by a developer, do you support RCC operating the venue on behalf of the community?



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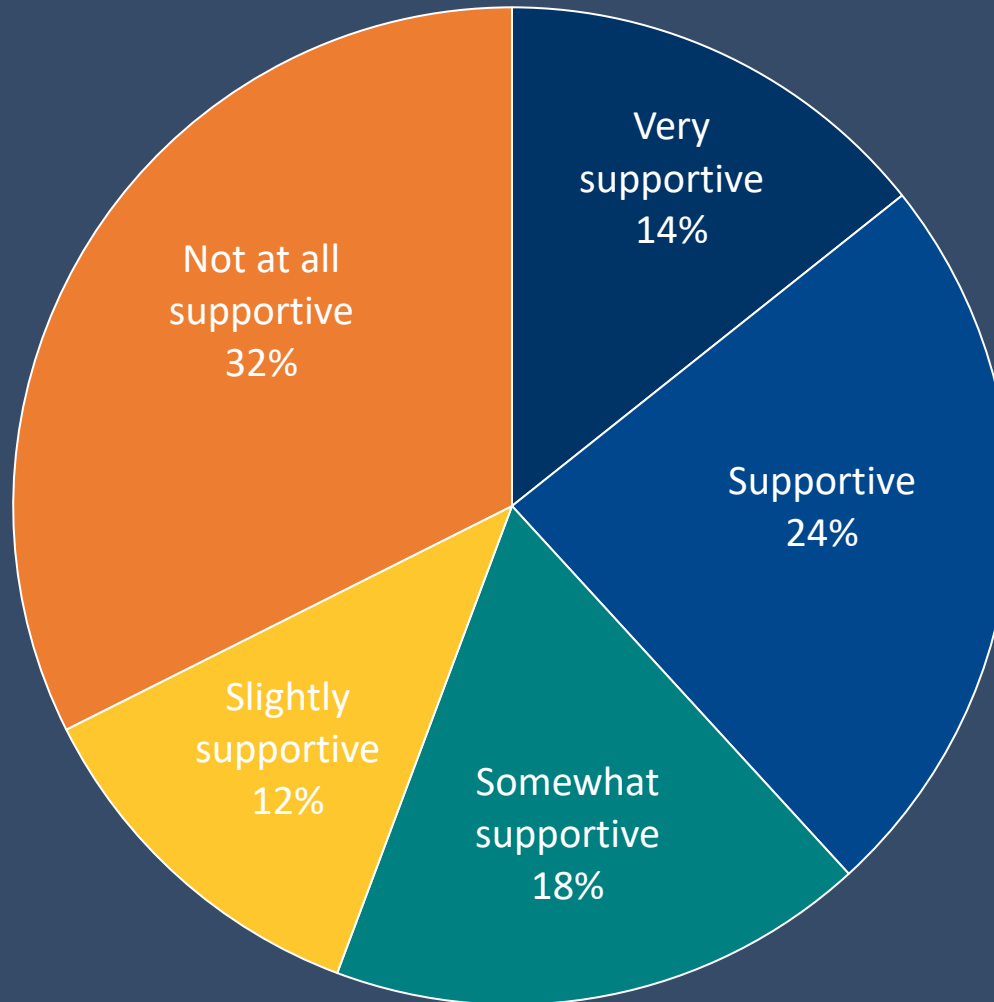
Demographic Comparisons

- Statistically significant higher support for RCC operating venue among:
 - Married respondents
 - Lived in Reston for less than 10 years
 - Renters
 - Work full or part-time compared to retired
 - Black/African-American and White respondents
 - Younger than 40 and 50-64 years old

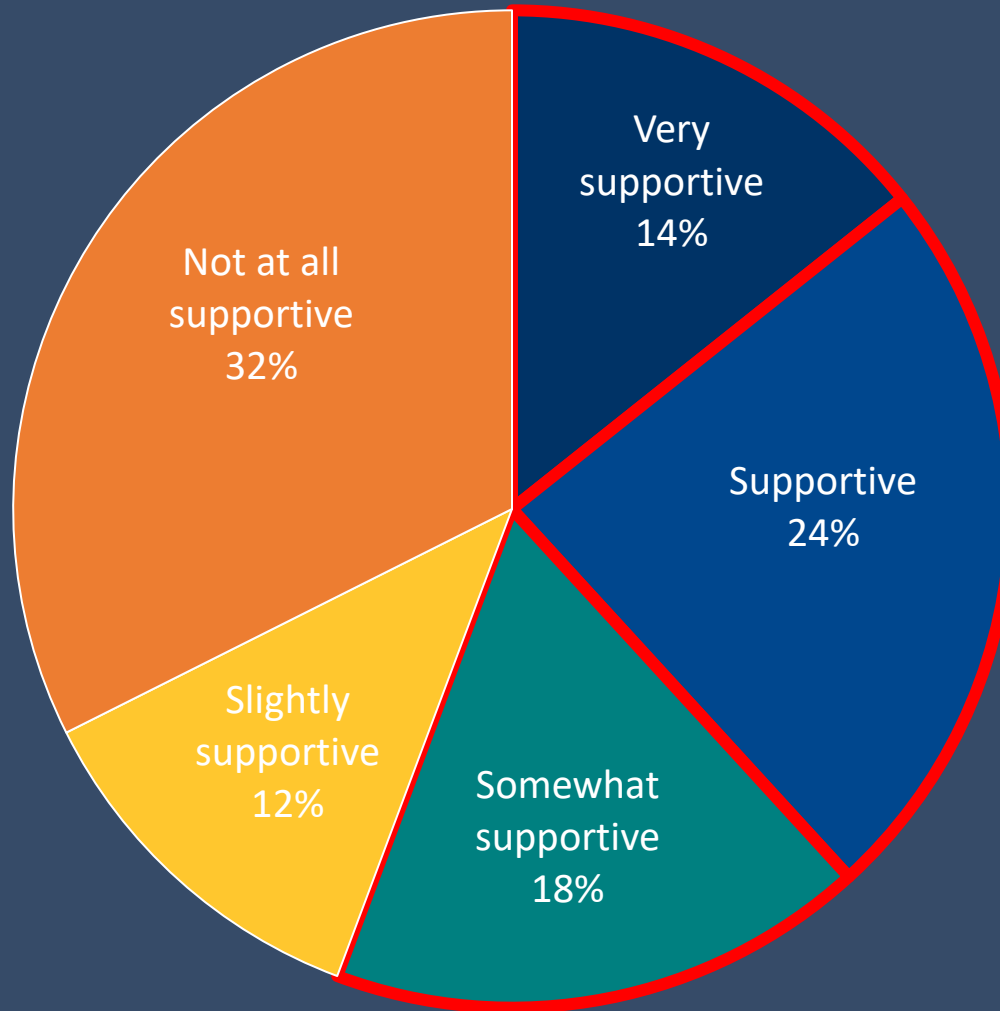
Without a developer contribution, RCC would need to undertake a bond referendum to obtain authority from the community to borrow funds in order to build a new facility. To what extent do you support RCC financing the building of a new arts venue by means of a bond issue?

1. Very supportive
2. Supportive
3. Somewhat supportive
4. Slightly supportive
5. Not at all supportive
6. Not sure

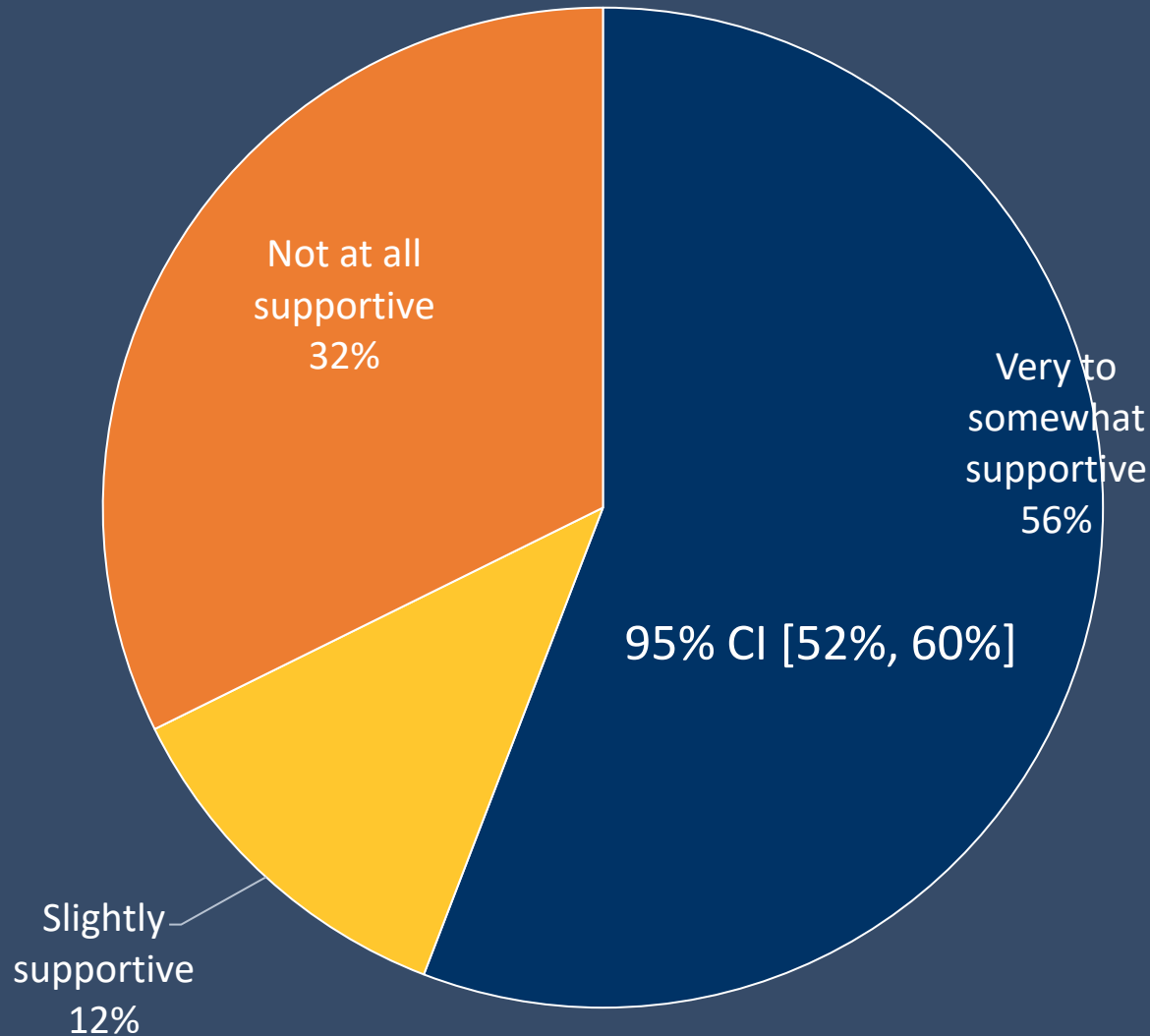
Do you support RCC financing the building of a new arts venue by means of a bond issue?



Do you support RCC financing the building of a new arts venue by means of a bond issue?



Do you support RCC financing the building of a new arts venue by means of a bond issue?



Demographic Comparisons

- Statistically significant higher support for RCC financing building the venue among:
 - Renters
 - Work part-time
 - Black/African-American respondents
 - Household income less than \$100,000 and more than \$150,000

Summary of Findings

- There are high levels of awareness and support for RCC
 - 76% of respondents would like to attend RCC more
- Program Relevance:
 - Top existing programs:
 - Community events, lifelong learning, land-based fitness, and Professional Touring Artist Series
 - Recommendations of new programs:
 - Age-specific, fitness/sports, lifelong learning/educational

Summary of Findings

- Barriers to Use:
 - Being too busy
 - Inconvenient program schedule
 - Lack of awareness of existing programs
 - Lived in Reston less than 10 years
 - Work full-time
 - Men
 - Less than 4-year degree
 - Younger than 65 years old

Summary of Findings

- Communications & Outreach:
 - RCC seasonal program guide highly effective
 - Media use and sourcing information varies widely across community
 - RCC will want to maintain variety of outlets for sharing information
 - In particular, RCC should maintain/expand online presence, including social media

Summary of Findings

- Widespread support for performing arts venue:
 - **68%** are somewhat to very interested in Reston having a larger venue
 - **82%** are somewhat to very supportive of RCC operating a venue built by developer
 - **56%** are somewhat to very supportive of RCC financing building a venue by means of a bond issue

Questions?

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